

REGENERATING KIDDERMINSTER

Investing for a green, successful and prosperous town



Funded by
UK Government



Wyre Forest
District Council



Kidderminster
Town Council



Cllr Marcus Hart

Leader of Wyre Forest District Council

This brochure sets out the details of the £45m investment in the Kidderminster town centre, which is supporting the most comprehensive town centre regeneration programme in decades.

Economic regeneration is one of the three top priorities for the Council, reflected in the newly adopted Corporate Plan 2023-2027, and the Kidderminster 2040 Vision.

Our immediate priority is to deliver the major projects shown in this brochure, but we are taking a long-term approach to economic growth and regeneration. This is why we have commissioned feasibility studies to unlock the next phase of brownfield sites to deliver more homes, jobs and green spaces and make the district more sustainable economically, socially and environmentally.



Cllr Dan Morehead

Cabinet Member for Economic Regeneration, Planning and the Green Agenda at Wyre Forest District Council

Over the past few years town centres up and down the country have been affected by significant changes in consumer behaviour, a restructuring of the retail sector and the effects of the Covid pandemic.

Kidderminster town centre has not been immune to these challenges and this brochure sets out what the Council is doing to address them.

The projects detailed in this brochure will enable the re-purposing and transformation of key town centre assets into mini-destinations providing more attractive places to work, live, play and spend leisure time.

They will increase high street footfall, generate more business and attract further investment.



Cllr David Ross

Cabinet Member for Finance and the Capital Portfolio Fund at Wyre Forest District Council

Delivering major capital projects during a period of market volatility, increased construction costs and overstretched supply chains is a significant challenge.

This is why the Council has committed additional funding to ensure that these projects get completed and deliver the benefits and outcomes, which were envisaged from the start.

In addition to delivering regeneration objectives, these projects will make a commercial contribution to the Council, generating revenue funding that will support the delivery of services that local communities value.

Kidderminster 2040 Vision

- By 2040 Kidderminster will be known as a purposeful, forward-thinking town centre.
- A sustainable place that celebrates its heritage and natural environment.
- An independent place that attracts entrepreneurs and creative thinking.
- A social place enlivened by its town centre living, public spaces, café culture and evening economy.
- An inclusive place that cares about health, welfare and education of current and future generations.
- A friendly place that understands how to relax and enjoy life.



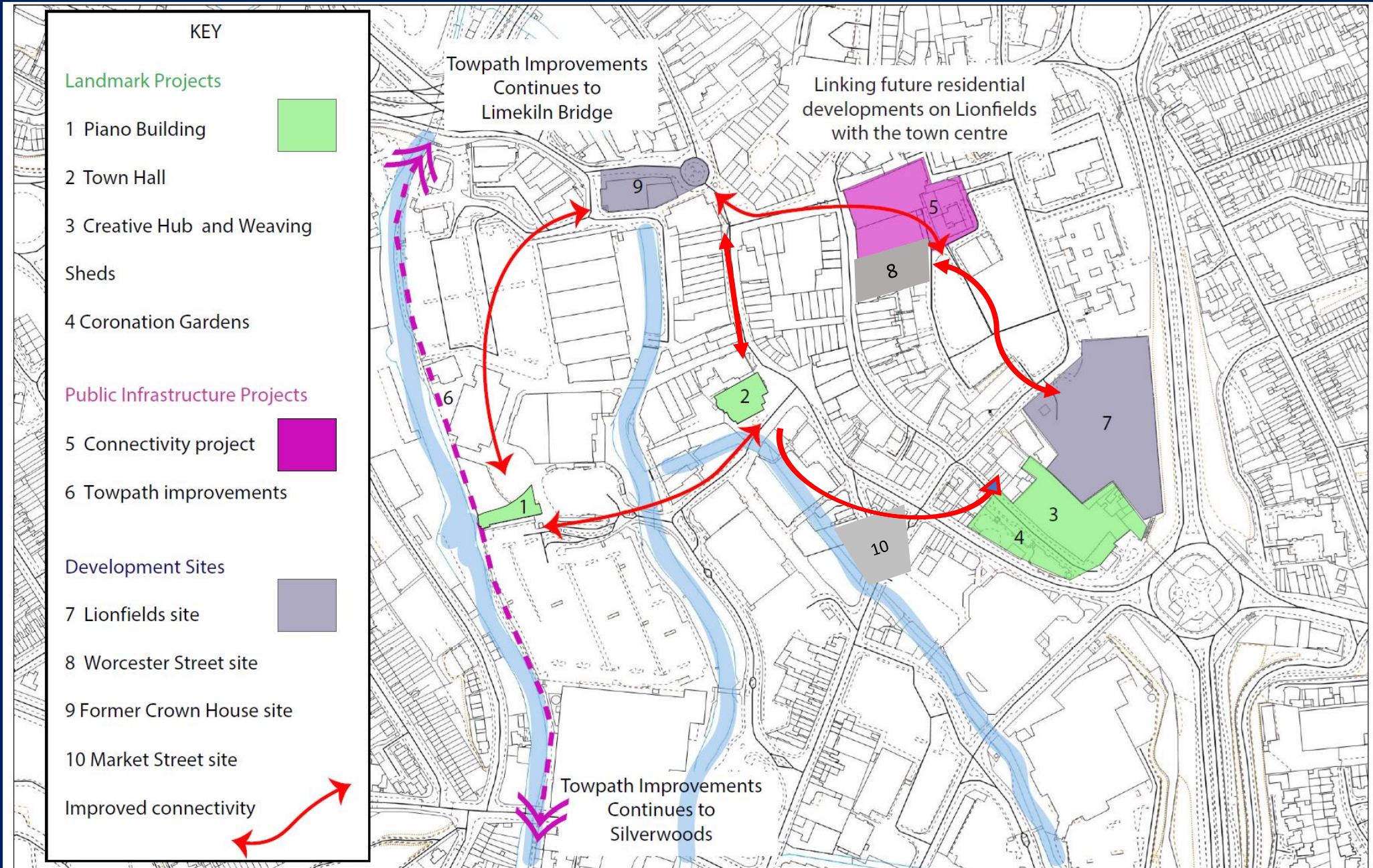
Kidderminster town centre – a new destination

The overall purpose of the projects detailed in this brochure is to strengthen the viability and vitality of the Kidderminster town centre through the provision of new employment, commercial, cultural, leisure and entertainment uses and community infrastructure, which will increase high street footfall and act as a catalyst for future investment.

The projects will deliver a series of inter-linked mini-destinations within the town centre, encouraging the flow of people between these landmark buildings, offering a wide range of new interactive experiences and unlocking brownfield sites for future residential, commercial and public realm developments.

The delivery of these projects is under way and funded through an unprecedented £45m investment package, of which £38.4m is from the government's Future High Streets Fund and the Levelling Up Fund, and the remainder from the Wyre Forest District Council and Kidderminster Town Council.

Spatial distribution of investment





£45m investment

- Flexible workspaces
- Creative industries
- Business and enterprise support
- Arts, culture and entertainment
- Food and beverage uses
- Green public realm
- Community infrastructure

Creative Hub



Town Hall



Worcester St Connectivity



Piano Building

Kidderminster Creative Hub



This project will see the refurbishment and re-purposing of the Grade II listed former Magistrates Court into a Creative Hub providing:

Flexible workspace for
businesses in the creative
industries sector

Creative Lab
3D printers | Computer Suite

Meeting Rooms
Conference space

The Weaving Sheds
Multi-purpose events space

Town Hall Transformation



This project will transform the Grade II listed Town Hall into a centre for arts, culture, entertainment and education, including the provision of a state-of-the-art *Music Room* (450 seats) and installation of a glazed roof over the courtyard to create space for a new foyer and *The Courtyard Restaurant & Bar*.

Piano Building



This project will repurpose the Grade II listed Piano Building into a commercial centre offering:

**co-working | hybrid | office space
food and beverage | competitive socialising
entertainment space | outdoor events space**



Worcester St Connectivity



The Connectivity Project, which replaces the Step Entry, will link the town centre with a future residential development on the Lion Fields site providing a green, safe and accessible pedestrian route to the town centre for the new residents. The project will also deliver a new playground.

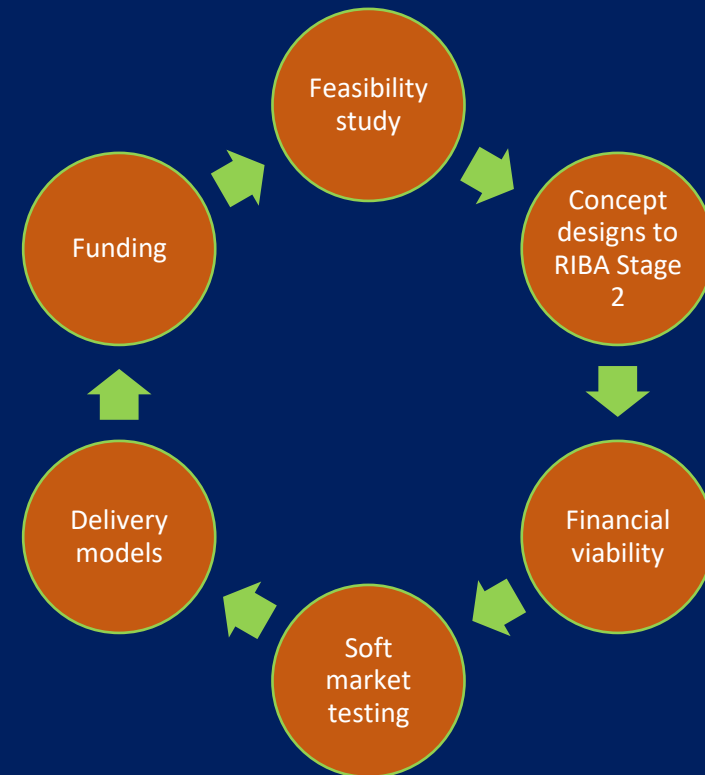


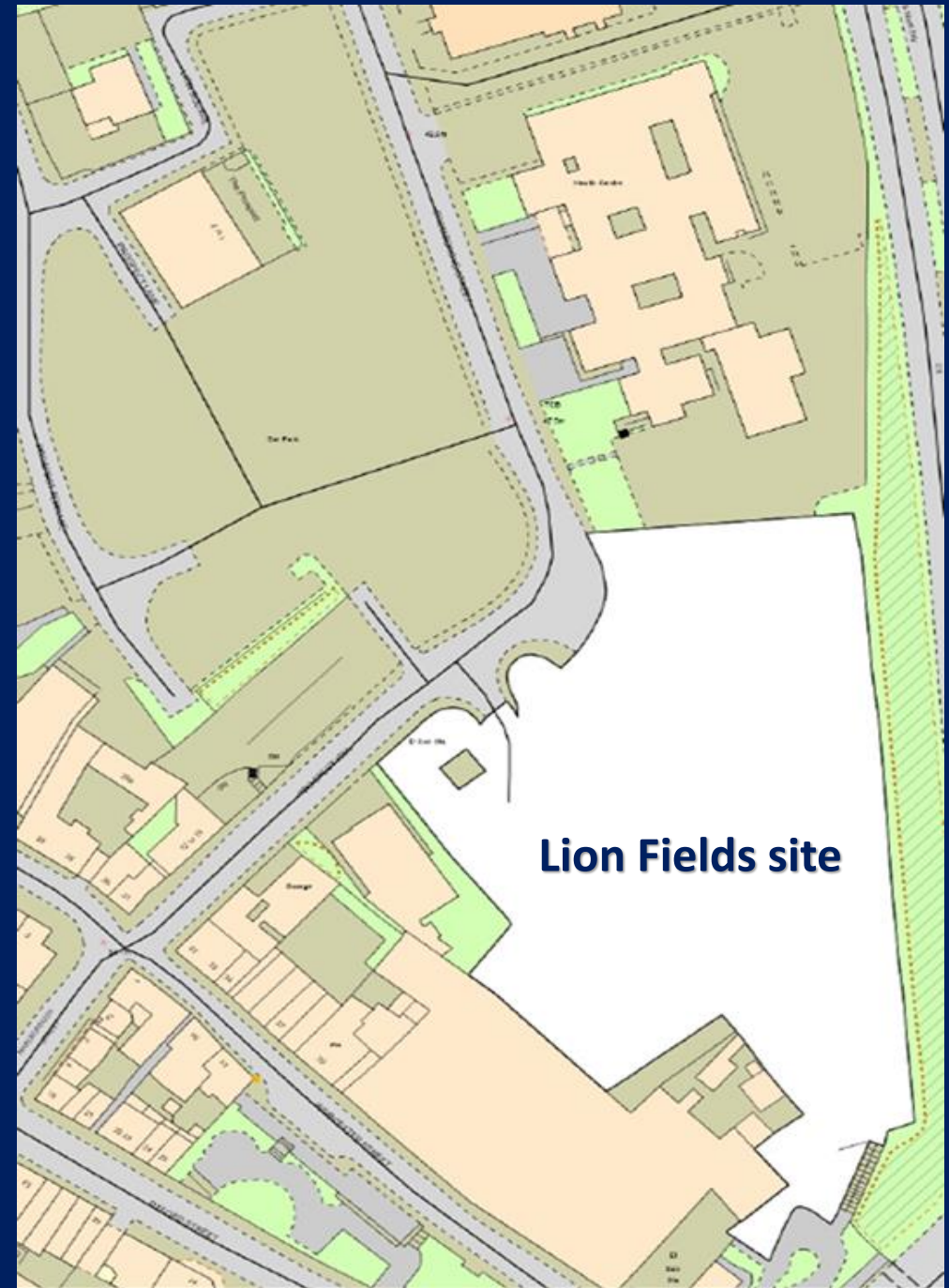


PROJECT PIPELINE - Kidderminster

FUTURE DEVELOPMENT SITES:

- **Lion Fields** (former Glades) site
- **Worcester St sites** (former Poundland and Sigma Aquatics)
- Former **Crown House** Site
- **Market Street** site





DELIVERY TIMESCALE

Kidderminster Creative Hub – December 2024
Feasibility Study (pipeline projects) – February 2025
Worcester St Connectivity project – March 2025
Piano Building – June 2025
Town Hall – July 2025

CONTACT DETAILS

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